



# To what extent can it be argued that cultural globalisation has led to a homogenisation of national and local cultures?

By Florian Mayer

GRIN Verlag Okt 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2003 in the subject Cultural Studies - Basics and Definitions, grade: 81/100, University of Leeds (Trinity and All Saints College), course: Advanced Cultural Analysis, 67 entries in the bibliography, language: English, abstract: By a general sense, globalisation has been referred to the emergence of a global cultural system . It suggests that global culture is brought about by a variety of social and cultural developments such as the existence of a world satellite information system, the emergence of global patterns of consumption and consumerism, the cultivation of cosmopolitan life-styles, the emergence of global sports such as football and cricket world cups, spread of world tourism, the decline of the sovereignty of nation-states, world wide health problems such as AIDS, establishment of systems like League of Nations, United Nations and more importantly, the global consciousness of a single space - the global village. Much academic labour has been expended on the question of whether globalisation in itself means homogenisation, or whether we are seeing a much more complex process of proactive and reactive...



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